

LEO BURNETT U.S.A.

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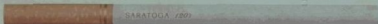
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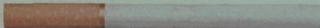
New from Philip Morris.

Saratoga 120's.

Enjoy smoking longer without smoking more.



Saratoga 120's



Standard 100's

That's the Saratoga idea.

More puffs than 100's.
Longer and slimmer than 100's
for extra smoking time and
pleasure, without smoking
more cigarettes.

Priced no more than 100's.
Rich, full-flavor cigarettes
made from fine tobaccos.

More than just a new brand.
Saratoga 120's are a whole
new idea in smoking pleasure.
Look for them in the new
120 mm crush-proof box.



"It's about time.
An increase in something
besides price."



17 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

